



Early Journal Content on JSTOR, Free to Anyone in the World

This article is one of nearly 500,000 scholarly works digitized and made freely available to everyone in the world by JSTOR.

Known as the Early Journal Content, this set of works include research articles, news, letters, and other writings published in more than 200 of the oldest leading academic journals. The works date from the mid-seventeenth to the early twentieth centuries.

We encourage people to read and share the Early Journal Content openly and to tell others that this resource exists. People may post this content online or redistribute in any way for non-commercial purposes.

Read more about Early Journal Content at <http://about.jstor.org/participate-jstor/individuals/early-journal-content>.

JSTOR is a digital library of academic journals, books, and primary source objects. JSTOR helps people discover, use, and build upon a wide range of content through a powerful research and teaching platform, and preserves this content for future generations. JSTOR is part of ITHAKA, a not-for-profit organization that also includes Ithaka S+R and Portico. For more information about JSTOR, please contact support@jstor.org.

THE COSMOPOLITAN MAGAZINES.



OUR JOURNAL would be incomplete without a reference to the magazines which the "Cosmopolitan Association" furnishes to its subscribers. We therefore propose such a sketch as will prove of interest, as showing the progress of our magazine literature from the early days of Knickerbocker, Godey, &c., to the present era of "giant monthlies," boasting of their circulations of hundreds of thousands of copies yearly! The publications, it is true, "speak for themselves;" but how they have attained to their present excellence—through what

"Long days of labor,
And nights devoid of ease,"

the publishers have struggled to attain their present position—is not apparent to the mass of their readers; hence a brief space devoted to an exposition of the history and character of the various publications which we dispense to our "contributors," will prove well absorbed.

Oldest and most successful of the monthlies, is Godey's "Lady's Book." In July, 1830, the first number was issued by the present proprietor; and since that date it has continued its issues with uninterrupted success, until now it has become one of the necessities of every well-ordered and intelligent home. To the untiring industry, intelligence, integrity, and liberality of Mr. Godey, is attributable this success, and never was it more deserved. In a speech at the public dinner given Mr. Godey by the leading editors and publishers of Philadelphia, in December, 1855, referring to his labors, Mr. G. said:

"For the nearly twenty-six years, during which period I have conducted the publication of the 'Lady's Book,' I have never been absent from the city but on three occasions, when the time of my absence amounted to two weeks. Not a number has ever gone to press without my seeing and reading every page of it. My orders at the printing-office are to query every sentence or allusion upon religion or politics, for fear that it might escape my eye—for I will allow no man's religion to be attacked or sneered at, or the subject of politics to be mentioned in my magazine: the first is obnoxious to myself, and to the latter the ladies object; and it is my busi-

ness and my pleasure to please them, for to them—God bless the fairest portion of his creation!—am I indebted for my success."

Such attention to the interests of his journal could but bring its reward; and now we behold the publisher at the head of an establishment of which any man might be proud. The monthly expenses of the enterprise are about \$10,800. Seven Adams' presses are in constant service, and one paper-mill is entirely monopolized for the regular editions of the magazine. The printing of the plates runs eight presses constantly by day, and at times two of the presses do both day and night service. The simple cost of coloring the fashion-plates is about \$9600 per year.

This, in brief, is Godey's enterprise. The reader will not fail to perceive its magnitude. It is only excelled by the monster concern of the Harpers, who, however, obtained their position as publishers of books ere their monthly was brought into existence. The coming year, probably, will give the "Lady's Book" a circulation of over one hundred thousand—extending not only over the Union, but also to the Sandwich Islands, to China, the East Indies, St. Helena, Madeira, South America, the West Indies, the Canadas, and Europe, truly a *cosmopolitan* magazine. Well is it that such a journal is in the hands of one whose supervision is assurance that it shall contain "not one single word which a parent might not safely read aloud in the family-circle."

HARPER'S MAGAZINE, like most successful enterprises, has come to be a very different thing from what its founders originally intended. The Publishers had long contemplated the establishment of a periodical, but hesitated whether to give it the form of a newspaper or a magazine. They finally decided upon the latter, and the first number appeared in June, 1850. It was intended to make it merely a selection from the best current literature of the day, with the addition of a brief narration of passing events, and notices of the new books that appeared.

The plan of the magazine being settled, the next question was as to the number to be printed. Five thousand copies was the number at first fixed upon; but it was finally decided to increase the edition to seven thousand five hundred, and run the risk of having a few thousand unsold. The edition was exhausted in a week, and the circulation continued to increase with each month's issue, until at the close of

the first year it amounted to about 60,000 copies.

It was still mainly confined to selected matter, though towards the close of the year original articles began to appear; and the number and beauty of the illustrations were largely increased. The first Number contained three indifferent Portraits, and a Fashion Plate; and it was announced that every succeeding Number would contain at least as many. In August, 1851, was commenced Abbott's Life of Napoleon, which for twenty months formed one of the most attractive features of the Magazine. It was at this time announced that each Number would contain at least one Illustrated Article upon an American subject. The editorial departments were also strengthened, so as to present the principal characteristic by which they are now marked.

Soon after, an arrangement was made with Mr. DICKENS, by which, in consideration of a large sum, the Publishers were to receive the sheets of his "Bleak House," in advance of their publication in England. This arrangement has been continued with Mr. Dickens, and a similar one has been made with Mr. Thackeray. The only advantage gained by the Publishers of the Magazine was simply the PRIORITY over other Publishers, any one of whom could issue these works as soon as they could procure the copy from England, or from the Magazine itself.

In the course of time it became apparent that many original articles could be procured better than any afforded by foreign periodicals; and these original articles now began to be the prominent feature of the Magazine.

The last sheet of the Magazine for January, 1854, had just been put to press, when the fire occurred by which in two hours the establishment of the Publishers was burned to the ground. While the fire was still raging, they set about making arrangements for carrying on their business; and in a very few days an entirely new number of the Magazine was prepared, to supply the place of that which had been destroyed.

The circulation of the Magazine, which was at the time of the fire considerably more than 100,000, suffered no perceptible diminution in consequence; and was largely increased when the completion of their new establishment enabled the Publishers to carry into effect their arrangements for the future conduct of the pub-

lication. Its present circulation is about 175,000.

The editorial arrangements of Harpers' Magazine is not unlike that of the *London Times*. The Chief Editor, or Manager, never writes a word for its pages. He simply advises, directs, and decides upon the recommendations of his subordinates. If he wishes an article upon a special subject, he directs one of them to prepare it, or applies to some writer whom he supposes to be able to treat it satisfactorily. He has entire and absolute control in every department; if any paper prepared by a member of the Editorial Corps does not please him, he rejects it. There is also a Sub-editor, whose duties are multifarious. He examines all the numerous manuscripts offered for insertion. A large proportion of these are of no value; these are summarily rejected. Many are good in themselves, but for various reasons cannot be used: some on account of the subject treated; some on account of their length; some because the subject has been already handled. After these are disposed of, there is still left many more than can be used. The Sub-editor places these in the hands of the Principal Editor, who makes the final selection, and decides the order in which they shall appear. It rarely happens that two articles in any number are from the same writer. Unlike most American periodicals, Harpers' Magazine rarely announces the name of the author of a paper. They all merge their individuality in that of the "Magazine."

THE UNITED STATES MAGAZINE is, as its name implies, national in its character. From the first it has been independent of sect, party, or clique. It has been in existence now nearly three years, steadily growing into public favor, and making its way surely to the homes and the hearts of the people. Unlike other magazines, the interest of this is not based upon literary prestige merely, while at the same time it commands, in its editorial department, talents of the highest order. More than this, the reader will find here what is to be found nowhere else, a representative both of the masculine and the feminine mind, not only in its list of contributors, but in the editorial department. In saying this, we believe we are saying much that carries with it a deep significance; for the age demands of us, not only the finest and noblest expressions of manhood, but the earnestness, purity, and completeness of a profound womanly expression also. It pro-

poses to give a whole loaf instead of a half loaf. It proposes to give our *whole humanity* space, instead of only the one-half of it. But the United States Magazine is attached to no one of the isms of the day; whatsoever comes before the eye of the people, as an out-speaking of our great nationality, this magazine will give place to, not as a dogmatist, not as a trifler, but with an earnest zeal to give echo to the *vox populi*; while at the same time its aim is to create and direct public opinion into the higher channels of thought and culture.

It will thus be seen, that while the United States Magazine competes equally with Harpers' and others, in the beauty of its illustrations, and may vie with any in the originality and excellence of its contributions, it has a claim beyond all others in being outspoken and independent in all questions of public import, thus advocating, sturdily and independently, those opinions and ideas which a liberal spirit, a wise observation, and the progress of the age may require. It is afraid of no party, it upholds no sham, and it is allied to no literary group, whose object is to advance individual interests rather than give a commanding tone to our literature. Its character is religious, without being sectarian; it claims to represent the people, and the whole people.

We foresee for a magazine, conducted upon such a basis, a career second to none in the country. The critiques are outspoken, and likely to refine public taste, while at the same time it will hold our writers to a severe account for the influence they exert upon the public mind. It designs to uphold no idols, while the true worker in any field, whether in the studio, the library, or the artisan's shop, shall find a cordial and hearty appreciation.

From what has been said, it will be seen that the United States Magazine comes in to supply a positive deficiency in the public needs. A niche was left vacant, and this magazine has filled it. In proof of this, the large and increasing demand for its pages is the best testimony to be adduced. It has ceased to be an experiment—its existence has become a stubborn fact; and it will go on doing its work—elevating and refining public taste, liberalizing public opinion, and ministering to the social and moral well-being of the public mind.

THE KNIKERBOCKER is one of the oldest of the monthly magazines in the United

States; but, though venerable in years, it has all the brilliant vivacity, *bonhomie*, and good sense which marked its youth, with even something more of gayety and genial humor than it could boast of in its earlier career.

The first number of this ancient and delectable periodical appeared in the beginning of the year 1833, nearly twenty-four years ago. Its original editor was the universally beloved and admired Charles F. Hoffman, then just coming forward in the literary world. He retired from it, on personal grounds, at the end of a few months, and was succeeded by Timothy Flint, whose various works relating to the Valley of the Mississippi, as illustrating his genius in romantic fiction, had given him well-deserved rank with the highest class of American authors. A change of proprietors, early in 1834, led to the withdrawal of Mr. Flint, whose ill health had prevented him from giving much attention to editorial duties. The next editor was Mr. Samuel D. Langtree, a young gentleman of talents, afterwards better known as one of the firm of Langtree and O'Sullivan, of the "Democratic Review."

With the fourth volume came an end of editorial changes. Louis Gaylord Clark became its conductor, assisted by his lamented twin-brother, Willis Gaylord Clark, whose tenderness, pathos, kindly wit, and sparkling, jovial humor, illuminated its pages for years, under the signature of "Ollapod," or with poems, compacted of grace, imagination, and feeling, under his proper name. Willis Clark continued to reside in Philadelphia, so that Louis had the main direction and supervision of the work, from the period of his first connection with it—almost a quarter of a hundred years since. He may have sprung into the world like Pallas, armed and equipped for his vocation, for he does not to-day look as if he were an hour older than the famous magazine, which he has led up through its vigorous youth and manhood, in unflinching prosperity, till it now, in hale maturity, looks down upon all its competitors as mere striplings (strapping fellows though some of them be indeed), destined never to share, in any considerable degree, its ancient and peculiar honors.

The general and hearty appreciation of Mr. Clark's eminent abilities, as well as his tact and good feeling, as an editor, was shown recently in one of the most graceful and elegant tributes ever offered by men of genius to one of their own select

fraternity. The secret came out that he who had presided so admirably at the "editor's table" of the Knickerbocker for so many years, had been unfortunate, in some pecuniary affairs, whereinto he was induced by the amiability and trustfulness of his nature, and, presto! the leading literary men of the Union came forward, led by Washington Irving, Bryant, Halleck, Longfellow, Hawthorne, and others, of the highest distinction, with "*The Knickerbocker Gallery*," the most unique and splendid literary souvenir ever issued from the American press, whereof the entire profits have been and continue to be set apart for the purpose of building our editorial Nestor a cottage on the Hudson.

The Knickerbocker has had among its contributors since its establishment nearly all the best writers of the country, with many celebrated foreign authors. Steering aside from subjects of partisan debate, and preserving with its lively temper an invariable deference for virtue, it has excited no enmities, and has had the rare good fortune never to lose a friend. May its shadow never be less!

"PUTNAM'S MONTHLY."—The marked progress this periodical has made, in the brief space of three years, renders a sketch of its origin and improvement desirable to that cultivated class who are especially its readers.

The plan of Putnam's Monthly originated with Mr. Geo. P. Putnam, the excellent New York publisher, who had frequently discussed with his literary friends the feasibility of such a work; but no definite conclusion was arrived at until October, 1852, when three gentlemen, eminent in the American world of letters, consented to take an active part in the management of the work, and to contribute regularly to its pages: viz., Mr. Charles F. Briggs, Mr. Parke Godwin, and Mr. Geo. Wm. Curtis; Mr. Briggs accepting the chief editorial direction. Messrs. Godwin and Curtis are still among its leading contributors.

From the first announcement of this magazine, as an independent and high-toned medium for the best American writers, it has received prompt and hearty encouragement from contributors of note, including nearly every prominent American scholar of the day—while under the democratic system of leaving all papers to speak for themselves, without the prestige of familiar names, a goodly number of younger, and very promising writers

have had an equal share in its pages; and a uniform rate of payment to contributors has been adopted. Under so liberal and fair a management, Putnam's Monthly, it is believed, has had much to do with fostering a fresh American literature.

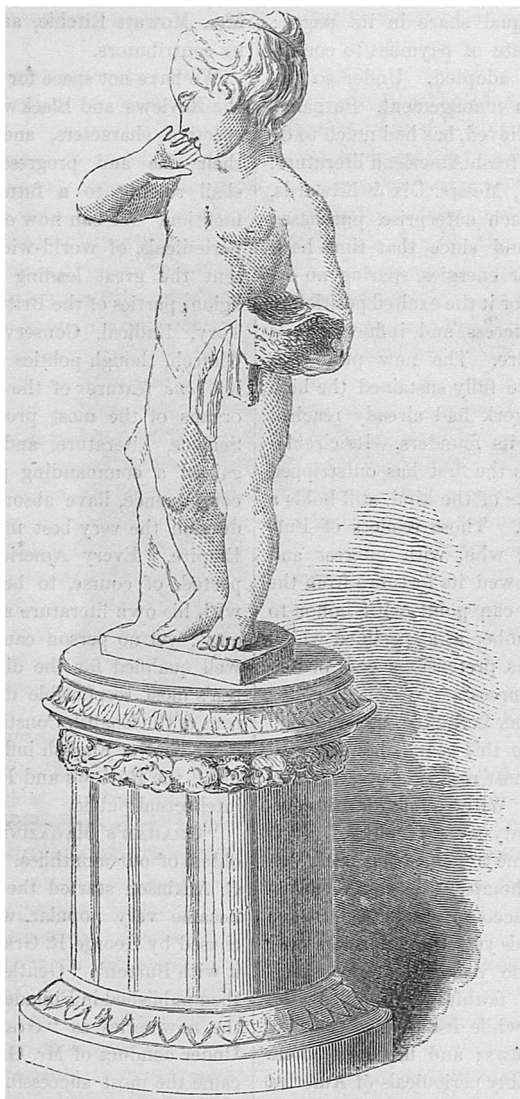
In May, 1855, Messrs. Dix & Edwards, publishers of much enterprise, purchased the Magazine, and since that time have devoted all their energies, sparing no expense, to attain for it the exalted position to which by its success and influence it is entitled to aspire. The new publishers and editors have fully sustained the high character the work had already reached in the hands of its founders. Its circulation, which from the first has outstripped all original works of the kind, still holds a leading position. Those readers of Putnam's Monthly, who, with interest and pride, have followed its fortunes from the commencement, can point with honor to the October number as a specimen which fairly justifies its pretensions and proves its superior resources.

The "SOUTHERN LITERARY MESSENGER," which we add to this year's list, is one of the oldest and most respected of the American monthlies. With January last it commenced its twenty-second volume. It is now, and for some time past has been, edited by J. R. Thompson, a gentleman of fine taste and accomplishments. In the prospectus for this year the publishers say: "For twenty-one years the 'Messenger' has endeavored faithfully to reflect the Southern mind, while disdaining all narrow and sectional views; and has been alone among the monthly periodicals of America in defence of the peculiar institutions of the Southern States. To this office it will still be devoted, and will be prompt to repel assaults upon the South, whether they come under the specious garb of fiction, or in the direct form of anti-slavery pamphlets." We quote this, that the reader may understand the labor which the "Messenger" proposes for itself, and the claims it has upon the sympathy and support of the people of the Southern States. But this quotation refers only to *one* feature of the magazine. Its literary character is truly excellent. For awhile under the charge of the late Edgar Allen Poe, it assumed a high standard of excellence in its papers, which Mr. Thompson, its since editor, has fully sustained; and we take pleasure in commending it to the reader of current literature. It numbers William Gillmore Simms, Paul H. Hayne, John P. Kennedy,

Mrs. Mowatt Ritchie, and others, among its contributors.

We have not space for such a notice of the Reviews and Blackwood as their respective characters, and the history of their size and progress, demand. We shall reserve to a future number such mention. We can now only say that these periodicals, of world-wide renown, represent the great leading Political and Religious parties of the British people—Whig, Tory, Radical, Conservative, and Free Church, though politics or religion forms but *one* feature of the publication. As organs of the most profound writers on Science, Literature, and Art, they have gained a commanding position, and, as a consequence, have absorbed in their production the very best mind of the British Empire. Every American reader is expected, of course, to be first conversant with his own literature and political economy; yet no person can consider himself well qualified for the discharge of a citizen's most responsible duties who is ignorant of the English Constitution, of English mind, and of English influence. We commend the Reviews and Blackwood to our intellectual public.

"GRAHAM'S MAGAZINE" is one of the oldest of our monthlies. In 1827, Samuel C. Atkinson started the "Casket," which became very popular, when it was purchased by George R. Graham, who uniting it with Burton's "Gentleman's Magazine," then published in Philadelphia, commenced the new series as "Graham's Magazine." Under conduct of Mr. G., the monthly became the most successful and popular of any American magazine. It occupied an eminent position in American letters, becoming the repository of the best productions of our leading authors. While, in the department of Fashions, it was the chosen of all. So great was the competition in this department, that Mr. Graham actually had his Fashion plates engraved, printed, and colored in Paris, to insure the "mode." In the way of steel engravings no expense was spared; and to this day old volumes of the magazine are regarded as valuable, not more for their literary genius than for their exquisite steel and mezzotint engravings. "Graham" commanded the best productions from the liberal compensation rendered to authors for their labors. Such encouragement "brought out" most of the writers who are now assuming so prominent a place in American literature. For this office the



THE LITTLE TRUANT.

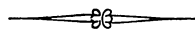
A statue in marble, after Cranter, representing a little child who has been playing truant, and obtained from the bush a bird's-nest, in which are eggs partly broken. The child seems to regret what it has done. This was executed by a sculptor of Carrara, and forms one of the works for distribution in January.

Monthly will ever be held in kind remembrance. At the height of its popularity, Mr. Graham sold out the magazine and retired, but soon again assumed its conduct, associating with him Mr. Richard H. See, in the business department. Subsequently Mr. See purchased the magazine entire, and for a short period conducted it. Then Abraham H. See & Co., became the proprietors, and by a still later change it passed, in May last, into the hands of Messrs. Watson & Co., its present proprietors, who, possessing great facilities and ample material resources, promise to render the magazine as popular and worthy as it was ten years since.

LITTELL'S "LIVING AGE" is a deservedly popular publication. It was commenced in 1844, and since that time has had a constantly increasing support. The work is a republication of the most valuable current literature of the English press and Reviews—of Foreign and Home papers; embracing in its selections articles of various characters, grave and gay, light and solid; thus forming, in the course of a year, a really invaluable book of four large volumes. To the general reader, who would be in possession of the very cream of the Foreign magazines, we can commend Mr. Littell's work. It is edited by E. Littell, and published by E. Littell & Son, Boston.

Mrs. STEPHENS'S "ILLUSTRATED NEW MONTHLY" is a fresh candidate for favor, and already has attained to a flattering success. It was started in New York, July last, and the numbers already issued have served to give it a large circulation. It is one of the illustrated order of publications, yet adds to it admirable literary features. Mrs. Ann S. Stephens is its editor, and gives the monthly some of the best productions of her facile pen.

Should the reader desire further and more detailed information, in regard to these various publications, we refer him, or her, to the advertisements which accompany this number of the JOURNAL.



Our readers will observe that the present number of the JOURNAL contains the *descriptive catalogue* of the works of Art, designed for the third annual distribution of the Association, which takes place on the 28th of January next.

The collection is larger and more valuable than on any previous year, containing, as it does, sixteen pieces of costly marble statuary, over one hundred and twenty-five large medallions and statuettes, executed in bronze, and several hundred beautiful oil-paintings, by distinguished artists. The whole of which are to be distributed gratuitously among the subscribers whose names are received previous to the 28th of January next, at which time the distribution will positively take place.

Those designing to subscribe and share the benefits of the Association, should do so at once, before it is forgotten, or become too late.

Let it be remembered, that a subscription of *three dollars* entitles any person to

A copy of any of the \$3 magazines, one year, or

A copy of the splendid steel engraving, "Saturday Night;"

A copy of the "Cosmopolitan Art Journal," one year, and

A ticket in the annual distribution of works of Art.

Thus, for every subscription of three dollars, a person not only gets a beautiful steel engraving, or three-dollar magazine, one year, but also receives the ART JOURNAL and a ticket in the distribution, making *four dollars worth of reading matter, besides the ticket*, by means of which a valuable painting, or piece of statuary, may be received in addition.